

Monthly Newsletter

THE MCVAY REPORT

December 2024



"Wrapping it Up for 2024: Celebrating, Letting Go, and Embracing the Moments"

Calling My Tribe,

As the year winds down, it's the perfect time to pause, reflect, and celebrate everything we've accomplished in 2024 – the wins, the lessons, and even those challenges that helped us grow.

This month, we're all about **"Wrapping It Up"** – tying a bow on the year that was and honoring every step of the journey. Whether it's celebrating milestones, letting go of what no longer serves us, or finding moments of gratitude in the chaos, this is our time to reflect, rest, and reset.

For me, this year has been a whirlwind of hustle, heart, and hard-earned victories. (And let's be honest, a few days of chaos thrown in – can you relate?) But through it all, one thing remains clear: we grow stronger when we embrace both the highs and the lows with gratitude.

Inside this issue, you'll find ideas to help you reflect on the year, celebrate how far you've come, and carve out space for rest and rejuvenation during the holidays. Consider this your guide to closing out the year with grace, intention, and maybe even a little sparkle.

So, grab your cozy blanket, your favorite drink, and let's finish this year with gratitude in our hearts and a well-deserved moment of rest.

Here's to a beautiful ending to 2024!

With love and endless holiday cheer...

Xoxo,
Carli A. McVay

In this newsletter:

The Everything Wrap Up

The Power Piece

*"The Art of Letting Go:
Why Reflection is the
Secret to Growth"*

Boss Moves 101

*"Master the Year-End
Wrap-Up: 5 Moves to
Close Strong"*

Hustler Hacks

*"Work Smarter, Rest
Better: Quick Hacks to
Recharge"*

TMG Playbook

*"Annual Value Review:
Applying 2024's Biggest
Takeaways to Your
Strategy"*

Women Entrepreneurs Collective

*"Collective Strength:
Reflecting on WEC in
2024"*

Sneaker Peek

*"Behind the Curtain:
TMG in 2025"*

Suits to Sweats

*"Carli's Year-End Faves:
From Desk Goals to
Cozy Retreats"*





THE POWER PIECE

The Art of Letting Go: Why Reflection is the Secret to Growth



As the year winds down, it's easy to get caught up in the hustle of wrapping things up. But here's the truth: *real growth happens when we make space to reflect and let go.*

Take a moment to celebrate your wins, no matter how big or small. Write them down. Feel the pride. Then, look at what didn't serve you this year. The mistakes, the frustrations, the unnecessary stressors – acknowledge them and leave them behind.

Letting go isn't about forgetting; it's about honoring the lessons and clearing the clutter – mentally, emotionally, and sometimes even physically.

When we release what no longer serves us, we create space for clarity, focus, and a fresh perspective.

So as you tie up the loose ends of 2024, ask yourself: **What are you holding onto that you no longer need?** Let it go – and get ready to grow.

What is Carli letting go of in 2024?

Overcommitment: *"I'm letting go of saying 'yes' to everything and overloading my schedule. My energy is sacred, and it's okay to prioritize what truly matters." - CAM Dec 2024*



BOSS MOVES 101

Master the Year-End Wrap-Up: 5 Moves to Close Strong

The end of the year is the perfect time assess and finish on a high note. Here's how to master your year-end wrap-up like a boss:

1. **Celebrate Wins**
2. **Address Loose Ends**
3. **Evaluate Processes**
4. **Express Gratitude**
5. **Protect Your Energy**

Boss move of the month? *Honoring what you've achieved and stepping into what's next with intention.*

Coaching Tip: Pick one day to hit each of the five items.



HUSTLER HACKS

Work Smarter, Rest Better: Hacks to Recharge

The hustle is real, but so is the need to recharge. Here are three quick hacks to help you wrap up the year while saving time and energy:

1. **Batch Tasks:** Tackle emails or errands in one go for max efficiency.
2. **Set a Stop Date:** Pick a hard cutoff for work – rest is key!
3. **Declutter Daily:** 15 minutes to tidy your space = clear mind.

Rest isn't lazy; it's a power move. Recharge and finish strong!

Coaching Tip: Quality over quantity!



Interested in starting your 2025 with the intention to thrive? Email Carli for a complimentary consultation. Discover how you can set yourself up for success in the new year!

DO IT!

Focus on Creating Value.

TMG PLAYBOOK

Annual Value Review: Applying 2024's Biggest Takeaways



Every year, take time to assess the value you brought to your business, your people, and your clients. It's not just about profits – it's about impact. At TMG, we believe in this as a core best practice for intentional growth.

Here's how to conduct your **Annual Value Review**:

- **Celebrate Your Wins:** Where did you make the biggest impact? From client successes to team development, identify the moments that mattered most.
- **Assess Your Gaps:** Where could you have done better? Look at missed opportunities and areas for improvement with a clear and honest lens.
- **Reaffirm Your Why:** Does your work align with your mission, vision, and values? Refocus on what drives you and lives closest to your true purpose and God given gifts.

This practice isn't just a reflection – it's a roadmap for building on your strengths and honoring your contributions year after year. Make it part of your playbook for sustainable success.

Carli Gets Very Candid



What value did Carli create in 2024 (the wins)?

- *Moved businesses towards sale and succession. Opened doors for owners to see growth potential. Showed entrepreneurs the opportunity for new products and services. Helped business owners balance work and life. Allowed nonprofits to make more impact. Empowered women to seek community. Showed teams that servant leadership matters every day. #impact*

What opportunities did Carli miss in 2024 (the gaps)?

- *Scheduling enough time for each call, meeting, lunch, etc. The schedule was too overwhelming and did not allow enough time for adequate and timely transitions from one activity, program, or client to the next. This is not conducive to the best work and potential in every moment. #lessonlearned*

Did the work Carli does align with her mission and vision?

- *Feeling good about this one...would like to work on high integration though.*
 - Mission: Lift every business we touch to reach heights beyond their wildest dreams.
 - Vision: To empower entrepreneurs to achieve their Dream Business and realize their Dream Life. Grow a business community of servant leaders and create a ripple effect impact, fostering a continuous cycle of blessings.
 - Values: (1) Be servant leaders in business and life. (2) Hold hands as a community. (3) Be the example 365 days a year.

WOMEN ENTREPRENEURS COLLECTIVE

"Collective Strength: Reflecting on WEC in 2024"

This year, **The McVay Group** launched the **Women Entrepreneurs Collective (WEC)** with a simple yet powerful goal: to bring together amazing women at all stages of entrepreneurship – from dreamers to seasoned leaders charting new ventures.

In 2024, we hosted four incredible seasonal events, each designed to **connect, collaborate, and celebrate our women**. We wrapped the year with a festive holiday soirée, celebrating our achievements.

WEC is more than a network; it's a sisterhood of women who lift each other up. Here's to the value we created in 2024 and the momentum we're building together.

To learn more about WEC, click here:

<http://>



Get ready to join the Collective in 2025!



SNEAKER PEEK

"Behind the Curtain: TMG in 2025"

At The McVay Group, we live our mission, vision, and values with every business we serve – partnership groups, solo entrepreneurs, and nonprofit leadership.

Here's a glimpse at how we'll continue to deliver in 2025:

- **Coaching That Clicks:** Ensure coaching, business and executive, employs a holistic, integrated approach to drive meaningful growth and transformation with strategies for desired outcomes.
- **Tech-Enabled Success:** Enhance engagement management to track progress, results, and impact.
- **Empowering Women:** Build on the momentum of WEC with opportunities to connect, collaborate, and celebrate through membership for all women!

Stay tuned for more details in come 2025!


 Thank you for being a
 part of the tribe!

SUITS TO SWEATS

"Carli's Year-End Faves: Fancy 24x7"

Wrapping up the year in style means having the right tools, vibes, and treats.

Here are my top picks for ending 2024 on a high note:

- **Desk Goals:** My favorite planner to map ideas, plus a pen set that makes every to-do feel fancy. FYI: I LOVE FANCY!
 - Carli's Picks = **Purpose Planner** (the big one in hardcover) by Roterunner under \$30 + **Fine Tip Pen Set of 3** by Kate Spade New York (my go to 100%) for \$24.
- **Cozy Retreats:** The best slippers I've ever owned and a candle that makes any space a vacation.
 - Carli's Picks = **Black Leopard Slippers** by Uggs (flip flop style), mine are old but love them the best of all my Uggs \$100 + **Paris Holiday Candle** by Yankee Candle for \$26.
- **Feel-Good Reads:** A quick browse that's all about gratitude and fun home decor for winter.
 - Carli's Picks = **Magnolia** and **Real Simple Magazines**, both under \$15.
- **Holiday Sparkle:** A go-to accessory for instant glam at holiday parties (yes, even with sweats).
 - Carli's Picks = **Everything velvet, fur, and cashmere**; I can't say YUMMY enough. To know me is to see me looking and feeling fun! To do it easy, consider a hat or scarf...love them both. Can get everywhere at all prices.

These are my ride-or-dies for closing out 2024 with intention, style, and a little indulgence.

What's on your list??? Share on social media, oh heck, text me!

TMG TMG TMG

2024---That's a Wrap!

TMG TMG TMG

THE MCVAY GROUP
STRATEGIC BUSINESS COACHING

CARLI A. MCVAY, CPA, PHD (ABD)
OWNER & BUSINESS COACH



www.livethemcvaygroup.com

carli@livethemcvaygroup.com | 480.910.0466
Chandler, Arizona